

SEP 16 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 13, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	NEW HANDBAGS AT TEMPORARY SHOWROOMS Lindelle, Inc., a new handbag manufacturing concern, emphasizing bags retailing from \$15.00 to \$35.00. After Sept. 30, showrooms and offices will be at 149 Madison Ave. For preview appointment, contact: Sophie Goode, VA. 6-0295.	LINDELLE, INC.	153 WEST 15TH ST.
Friday Sept. 13 12:00 Noon Luncheon	SHOWING OF MILLINERY DURING LUNCHEON The last in the 4-day series of millinery presentations during luncheon to celebrate National Millinery Week, with a showing of hats by: HATTIE CARNEGIE, LILLY DACHE, WALTER FLORELL, JOHN-FREDERICS, FLORENCE REICHMAN, SALLY VICTOR. Jewelry by Castlecliff. Press by invitation only. For tickets, contact: Millinery Stabilization Commission, CH. 4-6547. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MILLINERY FASHION BUREAU; MILLINERY STAB. COMM.	HOTEL PIERRE COTILLION ROOM
Beginning Friday Sept. 13	MISS AMERICA'S WARDROBE: EXHIBIT OF PHOTOGRAPHS A resort wardrobe created for Bess Myerson, Miss America of 1945, in original designs by Traphagen students made in Everglaze Chintz. Open to public, 9:00 A.M. to 9:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Saturday Sept. 14 2:30 P.M. Cocktails	SHOWING OF CUSTOM- MADE GOWNS & SUITS Sydell will invite her customers to a showing of new Fall and Winter custom-made gowns and suits. Attendance by invitation. Contact: PL. 8-0892.	SYDELL	666 FIFTH AVENUE SALON
Saturday Sept. 14 4:00 P.M.- 5:00 P.M.	"ALL ABOARD" TEEN- AGE PROMOTION Simplicity's "Modern Miss Merry-Go-Round" fashions for teen-agers will be presented at McCreery's Big Top Restaurant on the 2nd floor. Showing what girls all over the country will be wearing this Fall and Winter, and starring Melinda, a travelling girl with a "wrong clothes" approach, who tours the country and learns as she goes. Each guest will receive a Melinda (teen-age) lipstick and mirror as a gift. Open to public. Commentator: Kitty Mancus, Simplicity Stylist. Publicity for Simplicity: Joan Klein, AS. 4-7570. McCreery Publicity: Alice Hutton, WI. 7-7000.	SIMPLICITY PATTERN CO.	JAMES McCREERY & CO. 5TH AVE. & 34TH ST.
Sunday Sept. 15- Sept. 20	CHICAGO'S NATIONAL WASH APPAREL SHOW Holiday and advance Spring Market Week, with a dinner and fashion show in the Grand Ballroom of the Palmer House, Wednesday evening, Sept. 18. Contact: Glenn G. Hayes, 120 West Adams St., Chicago.	CHICAGO WASH DRESS AND APPAREL ASSN.	PALMER HOUSE CHICAGO, ILLINOIS
Sept. 15	NATIONAL DOG WEEK (Sept. 15-21)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 16, 1946</u>			
Monday Sept. 16 10:00 A.M.	PRESS PREVIEW: PALM BEACH COLLECTION Anna Miller will show an important collection of Palm Beach and early Spring fashions to the press at a "second cup of coffee" party. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	ANNA MILLER & CO.	498 SEVENTH AVE. 17TH FLOOR
Monday Sept. 16 12:30 P.M. Luncheon	PRESS PREVIEW AND BUFFET LUNCHEON The advance collection of original bags by Josef will be shown to the press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	RITZ CARLTON HOTEL CRYSTAL GARDENS
Monday Sept. 16 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON "Heads Above the Crowd"-new Fall and Winter millinery collection by Mary Goodfellow to be presented during luncheon. Open to public. Press by invitation. (For press reservations, contact: RE. 4-6666) For reservations, contact: PL. 3-4500, Ext. 123. Mary Goodfellow Publ: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publ: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW (23 $\frac{1}{2}$ EAST 61 ST.)	ST. REGIS HOTEL ROOF
Monday Sept. 16- Sept. 17 2:30 P.M.	FABRIC FASHION SHOW: "WAYS WITH WOOL" Fashion show presenting "Ways With Wool" in Bloomingdale's Fashion Fabric Center. Open to public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S & McCALL PATTERN CO.	2ND FLOOR FABRIC CENTER
Monday Sept. 16 5:00 P.M.- 7:00 P.M.	BRIDAL PARTY FOR THE PRESS Opening of Temple's new Fifth Avenue jewelry showroom with an informal press party to introduce a collection of "one of a kind" wedding rings and jewelry, designed exclusively for Temple. By invitation only. Publicity: S. Richard Stern, PE. 6-4459.	TEMPLE'S JEWELS	732 FIFTH AVENUE SHOWROOM
Beginning Monday Sept. 16	OPENING OF FALL CLASSES 70th Fall season, with day and evening courses in Design, Pattern Making, Draping, Sketching and Dressmaking and Tailoring. Contact: BR. 9-3085.	THE McDOWELL SCHOOL OF COSTUME DESIGN	71-79 WEST 45TH ST.
Week of Sept. 16	ADVANCE SPRING OPENING: GUILD SHOE LINES Advance Spring openings of shoes for December and January delivery and retail selling. Shoes to be bought include footwear for resort wear, first Spring models, late Winter month costume shoes, additional evening footwear for holiday functions, additional boudoir need for last minute Christmas selling and essential re-sizing. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	GUILD OF BETTER SHOW MANUFACTURERS	INDIVIDUAL SHOWROOMS
Week of Sept. 16	OPENING: CALIFORNIA RESORT COLLECTIONS California cruise, resort and summer openings will coincide with the Cole of California and other special events being planned by manufacturers for mid-September. Contact: Mrs Pamela Lindus, California Apparel Assn., 756 South Broadway, Los Angeles.	CALIFORNIA APPAREL CREATORS	LOS ANGELES CALIFORNIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 17 9:30 A.M. Breakfast	PRESS SHOWING OF NEW FALL FASHIONS Fall and Winter fashions will be presented to the press by Bloomingdale's at the Cottage of the Hampshire House. (<u>Note change of place.</u>) Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 17 12:30 P.M. Luncheon	"A COUNTER-ATTACK ON ADVERTISING" The first luncheon meeting of the season for the Advertising Women of New York, with a critical analysis of the attacks on advertising by Mr. Edwin Green, Public Relations Consultant. Mr. Green was formerly a major in the U.S. Army, a public relations officer at the N.Y. Port of Embarkation, and assistant to the editor and publisher of the Los Angeles Daily News. Luncheon: \$3.00. For reservations, contact: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR
Tuesday Sept. 17 3:00 P.M.- 6:00 P.M. Cocktails	NEW FABRIC DESIGNS AT COCKTAIL PARTY Cocktail party for the fashion press and retail trade to celebrate the official opening of the Robaix Showrooms and to preview the Robaix line of original designs on fine fabrics. By invitation only. Publicity: Regina Ovesey, The Chernow Co., CH. 4-4784.	ROBAIX FABRICS CORP.	1412 BROADWAY AT 39TH STREET
Tuesday Sept. 17 4:00 P.M. Cocktails	FALL AND WINTER MILLINERY SHOWING Fall and Winter millinery showing by Edith Hirschmann, along with custom-made gloves, jewelry and scarfs. Attendance by invitation. Contact: Edith Hirschmann, PL. 9-4031.	EDITH HIRSCHMANN	6 EAST 53RD ST. SALON
Tuesday Sept. 17 5:00 P.M.- 7:00 P.M. Cocktails	SURPRISE PARTY FOR INVITED PRESS Revlon will have a Surprise Party for the invited press at the Ritz Carlton, Crystal Room (entrance on 46th St.). Attendance by invitation only. Publicity: Beatrice Castle and Edith Steiger, PL. 5-8800.	REVLON	RITZ CARLTON HOTEL CRYSTAL ROOM
Tuesday Sept. 17 8:30 P.M.	FASHION PRESS INVITED TO CALIFORNIA The invited fashion press will be guests of Cole of California for 3 days at the Huntington Hotel in Pasadena, California, with the press opening taking place on the evening of Sept. 17, showing the newest fashions for resort and beachwear for Summer, 1947 by Cole of California. Guests will purchase their own train tickets through Cole for the "Cole of California Fashion Press Special," an all-room train leaving Grand Central Station, Friday noon, Sept. 13, arriving in Pasadena Monday noon, Sept. 15. Attendance by invitation. Publicity: Elizabeth D. Adams, Pacific Boulevard & Fruitland Road, Los Angeles, California. (Tel: JEFFERSON 5174).	COLE OF CALIFORNIA (LOS ANGELES)	HUNTINGTON HOTEL PASADENA, CALIF.
Tuesday Sept. 17	PUBLICATION DATE: NEW BOOK ON FABRICS "America's Fabrics", new book describing and illustrating clothing fabrics. Also, the sources and history of many fibers, and the processes by which each is made into finished fabrics. Price: \$10.00. Contact: The Macmillan Co., 60 Fifth Ave., AL. 4-2100.	ZELMA BENDURE & GLADYS PFEIFFER	MACMILLAN CO.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 18 1:00 P.M. Luncheon	PARIS-INSPIRED MILLINERY SHOWING Luncheon showing of Paris-born millinery collection--new designs inspired by Mr. Braagaard's recent trip to Paris, using materials which be brought from France. Open to public. Press by invitation. For reservations, contact: Jack, headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Braagaard Publicity: Rosemary Sheehan, CI. 7-8060.	BRAAGAARD	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 18 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Open to public. Press by invitation. Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 18 2:30 P.M.	SHOWING OF NEW FALL FASHIONS A Fall fashion show by Altman's on the third floor. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 18 4:00 P.M.	"VARIETIES" FABRIC PRESENTATION Preview of the Advance Pattern Co.-Aralac fabric show "Varieties", in the Tapestry Room, featuring styles for every occasion. Attendance strictly by invitation. Publicity: Dorothy Wallace, MU. 4-6390.	ARALAC & ADVANCE PATTERN CO.	PARK LANE HOTEL PARK AVE. & 49TH ST.
Wednesday Sept. 18 5:00 P.M. Cocktails	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION Press showing of Elizabeth Arden's new Fall custom-order collection, designed by Castillo. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-3410.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION SALON
Thursday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS Gunter presents a collection of Fall and Winter furs including a group of designer originals by Alice Orovan. Open to public. Press by invitation. For reservations, contact: PL. 3-1740. Publicity: Nona James, VO. 5-3440.	GUNTHER	PLAZA HOTEL TERRACE ROOM
Thursday Sept. 19 4:00 P.M.	PRESS SHOWING OF STEFAN'S COLLECTION Opening of Stefan's new couture salon with a showing of original costumes created by Stefan in John Walther fabrics. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	STEFAN -- JOHN WALTHER FABRICS	15 EAST 47TH STREET
Thursday Sept. 19 4:30 P.M.	PRESS PREVIEW OF MOVIE: "THE YARN BEHIND THE PLAN" Presentation of "The Hego Companionate Plan in Men's Apparel In Celanese"--a 16-minute color movie with sound and music--designed for sales training in conjunction with a new concept of merchandising. It provides for complete control by approved textile laboratory methods of each step from the yarn to the making of the finished garment, and shows how to sell and care for men's apparel in Celanese. Moreover, it creates on a franchise basis (one store to a city) a special store section devoted exclusively to the selling of related Celanese garments. Attendance by invitation. (Screening at 4:30 P.M. Cocktails at 5:00 P.M.) Contact: H. Sumner Sternberg, Madison Advertising Agency, PL. 8-0716.	HEGO FABRICS	MONTE CARLO CASINO 54TH & MADISON AVE.

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Thursday Sept. 19 5:00 P.M.- 8:00 P.M. Cocktails	SECOND BIRTHDAY PARTY CELEBRATION The second birthday party of "Seventeen" Magazine will be celebrated with a cocktail party and dance at the Waldorf-Astoria. Attendance by invitation. Publicity: Estelle Ellis, PE. 6-1100.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA BASILDON SUITE
Friday Sept. 20 10:00 A.M.	PUBLICITY DISCUSSIONS ON RADIO PROGRAM Billie Gould will discuss publicity work for women and will tell how publicity ideas directly affect women in the home.	DOROTHY DAY PROGRAM	STATION WINS 1010 ON DIAL
Beginning Friday Sept. 20	OPENING OF FALL SEMESTER Regular course for young women interested in becoming junior executives in fashion merchandising. The students will be given 8 weeks of practical work in department stores, with pay -- 4 weeks before Christmas and 4 weeks before Easter. Contact: Ellen Nolan, Registrar, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH ST.
Saturday Sept. 21 12:30 P.M.	FASHION PRESS INVITED TO CALIFORNIA RESORT Fashion show given by Tabak of California for the invited nation-wide fashion press, who will be weekend guests at the Arrowhead Springs Hotel in San Bernardino, California. Tabak's new resort and play clothes, designed by Stella, will be presented at a buffet luncheon style show at the swimming pool, with Goldwyn girls and movie starlets as models. By invitation only. Publicity: Aileen Platt, Tabak of California, 860 South Los Angeles St., Los Angeles 14 (Tel: Trinity 0921).	TABAK OF CALIFORNIA	SAN BERNARDINO CALIFORNIA
Sunday Sept. 22- Sept. 29	UNITED NATIONS WEEK -- The American Association for the United Nations, in cooperation with NBC, the National Education Assn., and 80 other national organizations, will sponsor United Nations Week, coinciding with the first meeting of the U. N. General Assembly in the United States. Fashion promotions, window and interior displays, and special events will carry the message of the United Nations. Contact: Joan Becker Gaines, American Assn. for United Nations, 45 East 65th St., BU. 8-3000.		
Sept. 23	FIRST DAY OF AUTUMN (Monday)		
Monday Sept. 23 1:00 P.M. Luncheon	"RADIANT STAR" LUNCHEON FASHION SHOW Introduction of "Radiant Star" makeup by Antoine--a complete new makeup; "Radiant Star" coiffures by Antoine adaptable to every type of face; "Radiant Star" cocktail hats, specially designed by Jeanne Tete; "Radiant Star" jewels by Castlecliff (Publicity for Castlecliff: Dorothy Lansing, Hope Associates, PL. 5-3100). Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Antoine Publicity: Lucille Egelhoff, PL. 3-7837. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANTOINE DE PARIS (663 FIFTH AVE.)	ST. REGIS HOTEL ROOF
Monday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW: NEW CRUISE COLLECTION Original cruise line, designed by Gertrude Rothschild for Ben Lindner Inc., will be introduced to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	BEN LINDNER INC.	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 24 9:30 A. M. Breakfast	PRESS SHOWING: "JOHN FREDERICS' GOLDEN ARROW" "Follow John-Frederics' Golden Arrow to breakfast (and surprise) on Bonwit Teller's Second Floor." Breakfast at 9:30 A. M.; showing at 10:00 A. M. By invitation only. Publicity: Ned Irish, EL. 5-6800.	BONWIT TELLER	2ND FLOOR
Tuesday Sept. 24 10:00 A.M. Breakfast	PRESS SHOWING OF MADEMOISELLE SHOES Presentation of Mademoiselle Shoes for Fall and Winter by Carlisle Shoe Co. Attendance by invitation. Publicity: Eleanor Howard, WI. 7-6782.	CARLISLE SHOE CO.	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 24 12:30 P.M. Luncheon	A CLOTHES PIN- UP PARTY A Functional Fashion Showing of Lanaset-treated Winter White washable wool dresses, designed by Eddie Rubenstein of Crestlee, Inc. The collection will be featured exclusively by Saks Fifth Avenue in New York. Attend- ance by invitation only. Crestlee Publicity: Sara Fox, MU. 3-6526. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644.	CRESTLEE, INC.	HOTEL PIERRE ROOF
Tuesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF CUSTOM-MADE FASHIONS Custom originals in dresses and suits for Fall and Winter in fabrics and trimmings which Madame Renel has just brought from Paris and the continent. By invitation only. Contact: Hana Norton, MU. 2-6157.	RENEL OF PARIS	751 MADISON AVE. NEW RENEL SALON
Tuesday Sept. 24 4:00 P.M. Cocktails	PRESS SHOWING OF FUR COLLECTION Presentation of furs by Alfred Rainer, with showing at 4:30 P.M. Attend- ance by invitation. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER, INC.	17 EAST 55TH ST. SALON
Wednesday Sept. 25 9:00 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST Macy's semi-annual breakfast for the press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Sept. 25 12:15 P.M. Luncheon	MEMBERS MONTHLY LUNCHEON MEETING A report on the Paris openings by Bettina Wilson, fashion editor of "Vogue". Price, including tax and tip: \$3.10 for members; \$3.50 for guests. (Guests limited to one to each member) Reservations close Tuesday, Sept. 24, 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Sept. 25 1:00 P.M. Luncheon	SHOWING OF SUITS DURING LUNCHEON "Urban-Suburban Suits" will be presented by Russeks during luncheon. Open to public. Press by invitation. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 25 1:00 P.M. Luncheon	MILLINERY SHOWING: "TOASTS OF THE TOWN" Dobbs will introduce two new colors at a "Toasts of the Town" luncheon showing of new Fall hats for women. Open to public. Press by invitation. Dobbs Publicity: Eleanor Ward, of Sweetser, Byrne and Harrington;, LO. 5-4110. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DOBBS PARK AVENUE (380 PARK AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 26	ROSH HASHONAH, FIRST DAY OF JEWISH NEW YEAR (THURSDAY)		
Sept. 29	RELIGIOUS EDUCATION WEEK (Sept. 29-Oct. 6)		
Sept. 29	GOLD STAR MOTHER'S DAY (SUNDAY)		
Monday Sept. 30 12:30 P.M. Luncheon	PRESS PREVIEW OF "FILLY FOLLIES" Private press luncheon to introduce Kayser's "Filly Follies." Attendance by invitation only. Publicity: Ruth LeBron, Cecil & Presbrey, WI. 2-8200.	JULIUS KAYSER CO.	STORK CLUB BLESSSED EVENT ROOM
Monday Sept. 30 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Peg Newton will present "The Height of Fashion--Fall Styles for the Tall Girl" during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Irene B. Press, Jack Goehring Co., CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON (3 EAST 48TH ST.)	ST. REGIS HOTEL ROOF
Monday Sept. 30 4:00 P.M. Tea	"SOMETHING NEW IN BEAUTY" The press will be invited to a tea with Ann Delafield, director of the Richard Hudnut Salon, for a demonstration of "Something New in Beauty." Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
Monday Sept. 30- October 3	PHILADELPHIA GIFT SHOW Contact: George F. Little Management, Inc., 220 Fifth Ave., AS. 4-3161.	NATIONAL GIFT AND ART ASSN., INC.	HOTEL ADELPHIA PHILADELPHIA, PENNA.
Beginning Tuesday October 1 11:00 A.M.; 2:30 P.M.	"FASHIONS FOR LIVING" --SIX LECTURES Macy's New York presents six lectures by Kay Cavender and Florence Terhune --three on fashion and three on decoration. Oct. 1-3, "Figure Magic"; Oct. 8-10, "Behind the Seams of Fashion"; Oct. 15-17, "Round-the-Clock with Ready-to-Wear"; Oct. 22-24, "Period Wise"; Oct. 29-31, "Color Dynamics"; Nov. 5-7, "Accessory Maneuvers". Individual series: \$3.00; both series: \$5.00. Contact: Elizabeth Booth, Speaker's Bureau, Macy's New York. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	BARBIZON-PLAZA THEATER (101 W. 58)
Tuesday October 1 1:00 P.M. Luncheon	MILLINERY FOR FALL AND HOLIDAY WEAR Resumption of luncheon fashion shows at the Ritz Carlton Hotel for the Fall and Winter season, with a presentation of Walter Florell's new millinery for Fall and Christmas wear. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Walter Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Wednesday October 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Dein-Bacher's fur fashions will be presented during luncheon, with special emphasis on stolls, including silverblu, kohinor, ermine, and others. Open to public. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 2 1:00 P.M. Luncheon	LUNCHEON SHOWING OF STEFAN'S COLLECTION Luncheon showing of original costumes created by Stefan in John Walther fabrics. Open to public. Press by invitation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Stefan Publicity: Rosemary Sheehan, CI. 7-8060. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644.	STEFAN-- JOHN WALTHER FABRICS	HOTEL PIERRE COTILLION ROOM
Thursday October 3 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-MADE FASHIONS Showing of dresses, coats and suits for Fall and Winter in fabrics and trimmings which Madame Renel has just brought from Paris. Hats by Laddie Northridge. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 506. Renel Publicity: Hana Norton, MU. 2-6157. Hotel Plaza Publicity: Dorothy King, PL. 3-1740.	RENEL OF PARIS 751 MADISON AVE.	HOTEL PLAZA TERRACE ROOM
October 5	YOM KIPPUR -- JEWISH DAY OF ATONEMENT (SATURDAY)		
Monday October 7 4:00 P.M.	PRESS PREVIEW: RESORT FASHIONS Joan Norton Irwin will present her resort collection to the press. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOAN NORTON IRWIN	4 EAST 64TH STREET
Beginning Monday October 7	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Resort and Spring season. (In accordance with the Sportswear Guild's three-season program, Fall lines were shown in June, and Summer merchandise will be presented in February.) Members who will show their lines include: <u>Monday, Oct. 7</u> SPORTCRAFT STAR-MAID DRESSES, INC. <u>Tuesday, Oct. 8</u> ADLER & ADLER, INC. KANE-WEILL, INC. Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
		<u>Wednesday, Oct. 9</u> DAVIDOW DAVID M. GOODSTEIN, INC. MUTUAL-ROSENBLOOM CO. <u>Thursday, Oct. 10</u> CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG	
Tuesday October 8 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Fashion presentation by Jonai during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI, INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fall and Winter custom-made fashions will be presented during luncheon. Open to public. Press by invitation. Publ.: Mary Alice Rice, CI. 6-1790.	DAVID ROTH (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Tuesday October 8 3:30 P.M. Cocktails	PRESS SHOWING: SEA AND SUN FASHIONS A party for the fashion press, showing Sun-Surf's collection of casual clothes to take South and on cruises. Attendance by invitation only. Publicity: Ruth Branchor, BR. 9-9350.	SUN-SURF MODES, INC.	HAMPSHIRE HOUSE COTTAGE

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Tuesday October 8 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER HAIRSTYLES The American Hair Design Institute will give a preview for the press of Fall and Winter hairstyles, with two shows only-- one at 4:30 P.M., the second at 5:30 P.M. By invitation only. Publicity: Eleanor Rowlands, of Rowlands Associates, MO. 4-9292.	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA LE PERROQUET SUITE
Wednesday October 9 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Ready-to-wear and custom-order fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact "Jack," headwaiter, RE. 4-5900. Hotel Pierre Publ.: Florence Lanthier, EL. 5-3644.	MARETTA FEELEY (6 EAST 53RD ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday October 9 1:00 P.M. Luncheon	WOMEN'S FASHIONS AT LUNCHEON SHOW The Tailored Woman will present fashions for women during luncheon in the Sert Room. Open to public. Press by invitation. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500, Waldorf Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN (742 FIFTH AVE.)	WALDORF-ASTORIA SERT ROOM
Thursday October 10 1:00 P.M. Luncheon	SHOWING OF FALL AND WINTER FASHIONS Mady Martell will present new fashions during luncheon. Open to public. Press by invitation. Hotel Plaza Publicity: Dorothy King, PL. 3-1740.	MADY MARTELL (21 EAST 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday October 10 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of luxurious fur fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	REVILLON FRERES (684 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
October 13	NATIONAL LETTER-WRITING WEEK (Sponsored by the Paper Stationery and Tablet Manufacturers Association, Inc.,)		
Monday October 14 4:00 P.M.- 6:00 P.M.	PRESS SHOWING: "HOSIERY INFORMATION PLEASE" Preview of hosiery news for release now and for release later. Cocktail showing of new twists, new colors, and new stocking small talk. Attend- ance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	ROMAN STRIPE HOSIERY	ST. REGIS HOTEL PENTHOUSE

CALIFORNIA APPAREL CREATORS OPENINGS IN LOS ANGELES

October 14	INFANTS' AND CHILDREN'S WEAR
October 14	SPRING CORSET AND BRASSIERE SHOWINGS
October 21	SPRING SPORTSWEAR, DRESSES, BLOUSES
November 11	SPRING COATS, SUITS, SHOES
October 14- October 27	SAN FRANCISCO MANUFACTURERS' AND WHOLESALEERS' ASSOCIATION MARKET, WITH SHOWINGS OF WOMEN'S READY-TO-WEAR AND ACCESSORY LINES, AND MEN'S WEAR. Contact: Leslie Spellman, of Koret of California, market event chairman.

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Saturday
Sept. 14 PREMIERE: "A SCANDAL IN PARIS" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.
United Artists production based on the life of Vidocq, a French thief who achieved respectability in his later years. George Sanders, Signe Hasso, and Carole Landis are featured. Producer: Arnold Pressburger. Costumes: Norma. Publicity: Tess Michaels, BR. 9-7300.
- Monday
Sept. 16- OPENING: BEL AMI NATIONAL EXHIBITION M. KNOEDLER'S GALLERIES, 14 E. 57 ST.
Sept. 28 Famous stars of theatre and films will attend the benefit preview for the Actors' Fund of America of the "Bel Ami International Exhibition: The Temptation of St. Anthony," showing paintings on the St. Anthony theme by leading artists. Publicity: Tom Waller, BR. 9-7300.
- Tuesday
Sept. 17 OPENING: "GYPSY LADY" CENTURY THEATRE, 7TH AVE. & 59TH ST.
Edwin Lester will present an operetta with music from several Victor Herbert scores: "The Fortuneteller", "The Serenade", and a libretto by Henry Myers. Featured players are Helena Bliss, John Tyers, Jack Goode, Dale Melbourne and Joseph Macauley. Directors: Robert Wright and George Forrest. Costumes: Miles White. Publicity: C. P. Greneker, CI. 6-9500.
- Thursday
Sept. 19 OPENING: "HIDDEN HORIZONS" PLYMOUTH THEATRE, 45TH ST. WEST OF B'WAY
A Shubert production, from the Agatha Christie mystery novel, "Murder on the Nile", featuring Diana Barrymore, David Manners, Halliwell Hobbs, Joy Ann Page, Edith Kingdon Gould and Monte Banks. Director: Albert de Courville. Costumes: Everett Staples. Publicity: C.P. Greneker, CI. 6-9500.
- Thursday
Sept. 19- FALL SEASON: CITY CENTER OPERA NEW YORK CITY CENTER, 151 W. 55TH ST.
Nov. 17 Thursday, Sept. 19 (Opening night). MADAME BUTTERFLY (Puccini).
Friday, Sept. 20. THE PIRATES OF PENZANCE. (Gilbert and Sullivan).
Saturday, Sept. 21. CAVALLERIA RUSTICANA (Mascagni); PAGLIACCI (Leoncavallo)
Sunday Mat., Sept. 22. CARMEN (Bizet).
Sunday Eve., Sept. 22. LA TRAVIATA (Verdi).
Thursday, Sept. 26. FAUST (Gounod).
Friday, Sept. 27. CAVALLERIA RUSTICANA (Mascagni); PAGLIACCI (Leoncavallo),
All evening performances at 8:15 P.M., all matinees at 2:30 P.M. Prices: \$1.20, \$1.50, \$1.80, \$2.40. Publicity: Jean Dalrymple, MU. 5-3114.
- Monday
Sept. 23 OPENING: N. Y. CITY SYMPHONY CONCERT SERIES N. Y. CITY CENTER, 151 W. 55 ST.
A ten-week series of concerts conducted by Leonard Bernstein. Opening night program has been planned in connection with the N. Y. festival of the Fellowship of American Composers. Subscription prices: \$20.00, \$15.00, \$10.00 and \$7.50 (tax included). Contact: N. Y. City Center, CI. 6-8989.
- Wednesday
Sept. 25 OPENING: 21ST ANNUAL RODEO MADISON SQUARE GARDEN, 50TH ST. & 8TH AVE.
21st annual world's championship Rodeo, with Gene Autry in person. Presented every night with matinees on Wednesday, Friday, Saturday and Sunday. Seats at \$6.00, \$5.00, \$3.50, \$2.50 and \$1.75 (tax included). Contact: Madison Square Garden, CO. 5-6800.
- Sunday
Sept. 29 OPENING: ORIGINAL BALLET RUSSE METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.
Opening of a three-and-a-half weeks' engagement, with a presentation of Michel Fokine's "Paganini". Dancers include: Alicia Markova, Anton Dolin, and Andre Eglevsky. Publicity: Barry Hyams, PL. 3-0820.